Course Syllabus

Code - Course Title	**PZY503 - Service Marketing and Management**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEVGİ AYŞE ÖZTÜRK

Mode of Delivery	Online
Prerequisites	Not available
Courses Recomended	Principles of marketing
Recommended Resources	Hizmet Pazarlaması: Kuram, Uygulama ve Örnekler, Sevgi Ayşe Öztürk(Ekin Kitabevi)
Work Placement	not available

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		General characteristics of services indüstry	
Week - 2		Services economy	
Week - 3		Characteristics of service as a product	
Week - 4		Services branding	
Week - 5		Pricing of services	
Week - 6		Demand and capasity management in services industry	
Week - 7		Distribution of services	
Week - 8		Marketing communication for services	
Week - 9		Services and people (customer and personnel)	
Week - 10		Phisical evidences of services	
Week - 11		Customer relationship management	
Week - 12		Conceptualization of services quality	
Week - 13		Dimensions of services quality and improving quality	
Week - 14		Internationalization of services	

Learning Outcomes

#	Learning Outcome
1	May evaluate the different characteristics of services industry
2	May prepare a marketing program that is compatible with the characteristics of the service industry
3	May analyze the quality problems of the service industries and suggest ways to improve quality

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.